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APR 29 1999

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Blakely Sokoloff Taylor & Zafman LLP
3200 Park Center Drive, Suite 700
Costa Mesa, CA 92626
Phone: (714) 557-3800
Fax: (714) 557-3347

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Fax Transmission To

Penny Caudle
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(703) 308-9051

Regarding

042390.P4072

(13 pages total)

Fax Transmission From

William W. Schaal
April 28, 1999

Attached please find an Amendment and Response to Final Office
regarding application no. 08/882,197. Thank you.

If you do not receive all the pages, or if there is any difficulty in receiving, please
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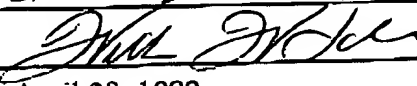
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TRANSMITTAL FORM (to be used for all correspondence after initial filing)		Application Number	08/882,197
		Filing Date	June 25, 1997
		First Named Inventor	Paul C. Greer
		Group Art Unit	2765
		Examiner Name	P. Williams
Total Number of Pages In This Submission	13	Attorney Docket Number	042390.P4072

ENCLOSURES (check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Response <input checked="" type="checkbox"/> After Final Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition Routing Slip (PTO/SB/69) and Accompanying Petition <input type="checkbox"/> To Convert a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Small Entity Statement <input type="checkbox"/> Request for Refund	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Additional Enclosure(s) (please identify below): <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> Postcard; Facsimile cover sheet </div>
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	William W. Schaal, Reg. No. 39, 018 BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
Signature	
Date	April 28, 1999

CERTIFICATE OF MAILING			
I hereby certify that this correspondence is being transmitted via facsimile under 37 CFR §1.8 on:			
			April 28, 1999
Typed or printed name	Pat Sullivan	Date	04/28/99
Signature			

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Serial/Patent No.: 08/882,197 Filing/Issue Date: June 25, 1997
Client: Intel Corporation
Title: USER DEMOGRAPHIC PROFILE DRIVEN ADVERTISING TARGETING

BSTZ File No.: 042390 P4072 Atty/Sec'y Initials: WWS/SND/phs
Date Mailed: April 28, 1999 Docket Due Date: June 8, 1999

The following has been received in the U.S. Patent & Trademark Office on the date stamped hereon:

- | | | |
|---|---|--|
| <input checked="" type="checkbox"/> Amendment/Response (<u>8</u> pgs.) | <input type="checkbox"/> Express Mail No. _____ | <input type="checkbox"/> Check No. _____ |
| <input type="checkbox"/> Appeal Brief (<u> </u> pgs.) (In triplicate) | <input type="checkbox"/> _____ Month(s) Extension of Time | <input type="checkbox"/> Amt: _____ |
| <input type="checkbox"/> Application - Utility (<u> </u> pgs., with cover and abstract) | <input type="checkbox"/> Information Disclosure Statement & PTO M49 (<u> </u> pgs.) | <input type="checkbox"/> Check No. _____ |
| <input type="checkbox"/> Application - Rule 1.53(b) Continuation (<u> </u> pgs.) | <input type="checkbox"/> Issue Fee Transmittal | <input type="checkbox"/> Amt: _____ |
| <input type="checkbox"/> Application - Rule 1.53(b) Divisional (<u> </u> pgs.) | <input type="checkbox"/> Notice of Appeal | |
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| <input type="checkbox"/> Application - Rule 1.53(d) CPA Transmittal (<u> </u> pgs.) | <input type="checkbox"/> Position for _____ | |
| <input type="checkbox"/> Application - Design (<u> </u> pgs.) | <input checked="" type="checkbox"/> Postcard | |
| <input type="checkbox"/> Application - PCT (<u> </u> pgs.) | <input type="checkbox"/> Power of Attorney (<u> </u> pgs.) | |
| <input type="checkbox"/> Application - Provisional (<u> </u> pgs.) | <input type="checkbox"/> Preliminary Amendment (<u> </u> pgs.) | |
| <input type="checkbox"/> Assignment and Cover Sheet | <input type="checkbox"/> Reply Brief (<u> </u> pgs.) | |
| <input checked="" type="checkbox"/> Certificate of Transmittal Facsimile | <input type="checkbox"/> Response to Notice of Missing Parts | |
| <input type="checkbox"/> Declaration & POA (<u> </u> pgs.) | <input type="checkbox"/> Small Entity Declaration for Indep. Inventor/Small Business | |
| <input type="checkbox"/> Disclosure Docs & Cg & Copy of Invention Signed Letter (<u> </u> pgs.) | <input checked="" type="checkbox"/> Transmittal Letter, Transmittal | |
| <input type="checkbox"/> Drawings: <u> </u> of sheets includes <u> </u> figures | <input checked="" type="checkbox"/> Fee Transmittal, in duplicate | |

☐ Other: _____

APR 30 1999

PTO/SB/17 (2/98)

Approved for use through 08/30/2000. OMB 0651-0032
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCEPlease type a plus sign (+) inside this box → ☐

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FEE TRANSMITTAL

Patent fees are subject to annual revision on October 1.
These are the fees effective October 1, 1997.
Small Entity payments must be supported by a small entity
statement, otherwise large entity fees must be paid. See
Form PTO/SB/17 (2/98)
See 37 C.F.R. §§ 1.27 and 1.29.

TOTAL AMOUNT OF PAYMENT

(\$)

Complete if Known

Application Number 08/882,197
Filing Date June 25, 1997
First Named Inventor Paul C. Greer
Examiner Name P. Williams
Group/Art Unit 2765
Attorney Docket Number 042390.P4072

METHOD OF PAYMENT (check one)

1. ☒ The Commissioner is hereby authorized to charge
indicated fees and credit any over payments to:

Deposit
Account
Number

02-2666

Deposit
Account
Name

Blakely, Sokoloff, Taylor & Zafman LLP

- ☒ Charge Any Additional
Fee Required Under 37 CFR §§
1.18, 1.17, 1.16 and 1.20. ☐ Charge the Issue Fee Set in 37
CFR § 1.18 at the Mailing of the
Notice of Allowance, 37 CFR
1.311(b)

2. ☐ Payment Enclosed:
☐ Check ☐ Money
Order ☐ Other

FEE CALCULATION**1. BASIC FILING FEE**

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
101	760	201	380	Utility filing fee	
106	310	206	155	Design filing fee	
107	480	207	240	Plant filing fee	
108	760	208	380	Reissue filing fee	
114	150	214	75	Provisional filing fee	

SUBTOTAL (1)

(\$)

2. EXTRA CLAIM FEESExtra
ClaimsFee from
below

Fee Paid

Total Claims
Independent
Claims20
4- 20
4

=

X

=

Multiple Dependent

X

=

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
103	18	203	9	Claims in excess of 20	
102	78	202	39	Independent claims in excess of 3	
104	260	204	130	Multiple Dependent claim, if not paid	
109	78	209	39	**Reissue independent claims over original patent	
110	18	210	9	**Reissue claims in excess of 20 and over original patent	

SUBTOTAL (2)

(\$)

FEE CALCULATION (continued)**3. ADDITIONAL FEE**

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
105	130	205	65	Surcharge - late filing fee or oath	
127	50	227	25	Surcharge - late provisional filing fee or cover sheet	
139	130	139	130	Non-English specification	
147	2,520	147	2,520	For filing a request for reexamination	
112	920 *	112	920	*Requesting publication of SIR prior to Examiner action	
113	1,840 *	113	1,840	*Requesting publication of SIR after Examiner action	
115	110	215	55	Extension for response within first month	
116	380	216	190	Extension for response within second month	
117	870	217	435	Extension for response within third month	
118	1,210	218	680	Extension for response within fourth month	
128	1,850	228	925	Extension for response within fifth month	
119	300	219	150	Notice of Appeal	
120	300	220	150	Filing a brief in support of an appeal	
121	260	221	130	Request for oral hearing	
138	1,510	138	1510	Petition to institute a public use proceeding	
140	110	240	55	Petition to revive - unavoidable	
141	1,210	241	605	Petition to revive - unintentional	
142	1,210	242	605	Utility issue fee (or reissue)	
143	430	243	215	Design issue fee	
144	580	244	290	Plant issue fee	
122	130	122	130	Petitions to the Commissioner	
123	50	123	50	Petitions related to provisional applications	
126	240	126	240	Submission of Information Disclosure Stmt	
581	40	581	40	Recording each patent assignment per property (times number of properties)	
146	790	246	395	Filing a submission after final rejection (37 CFR 1.129(a))	
149	790	249	395	For each additional invention to be examined (37 CFR 1.129(b))	

Other fee (specify)

Other fee (specify)

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3)

(\$)

SUBMITTED BYTyped or
Printed Name

William W. Schaal, Reg. No. 39, 018

Signature



Date

Complete (if applicable)

Reg. Number

Deposit Account
User ID

02-2666

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APR 29 1999

Group 2700

Official

Attorney Docket No.: 042390.P4072

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

PAUL GREER, et al.

Application No.: 08/882,197

Filed: June 25, 1997

For: **USER DEMOGRAPHIC PROFILE
DRIVEN ADVERTISING
TARGETING**

Examiner: P. Caudle

Art Group: 2765

AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION

BOX AF
Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

In response to the Final Office Action of March 8, 1999, please amend the application referenced above as follows:

Attorney Docket No. 42390.P4072
Serial No. 08/882,197
WWS/SND/phs

1

Amendment and Response